

Business Count Survey

2023 Results and 2024 Plans

Presentation to Township of Douro-Dummer Council

April 9th, 2024

Agenda

- 1. What is the Business Count Survey**
- 2. Why Conduct the Survey**
- 3. Survey Results**
- 4. Identified Themes**
- 5. How We Work With You**
- 6. What is Your Community Saying**
- 7. 2024 Surveys**

What is the Business Count Survey

- Brief and voluntary survey
- We ask simple questions
- Runs from May – September
- Contact businesses over the phone, through email, and in-person
- Businesses can choose to do the survey online



Survey Questions

- Address/Contact information
- Year business established
- Legal Status/Ownership
- Number/type of employees (full/part-time)
- If planning on hiring in the next 12 months
- Skill shortages
- If planning on expanding
- If employees work onsite/live in Peterborough County
- Challenges/opportunities

Why Conduct the Survey?

Our goals

1. Speak to every business in the City and County of Peterborough
2. Obtain the most current and accurate data we can
3. Ultimately, provide each business with a good experience with our organization



Why Conduct the Survey?

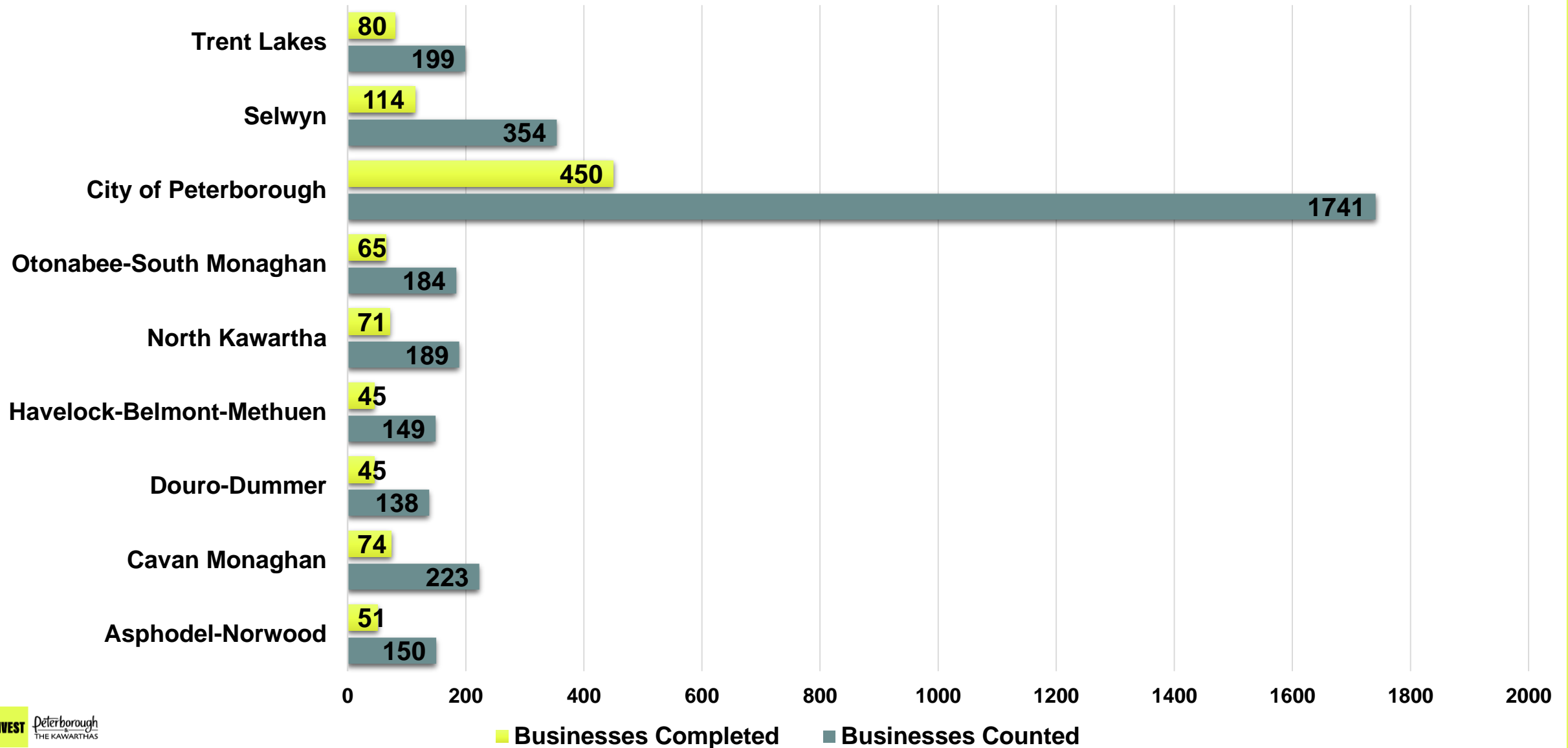
To provide townships with the data to be able to prepare for/respond to the needs of businesses, such as:

1. Monitoring local economic trends (employment by sector, high turnover areas)
2. Analyze and promote local business sectors for either tourism or business generation
3. Creating business attraction and retention strategies
4. Seeing demand for programs based on labor market needs
5. Aid in policy development (employment density targets)
6. Forecast infrastructure and hard service requirements (estimating road wear & tear or water supply and wastewater servicing needs)
7. Transit service planning (to assign and/or revise transit routes)

County of Peterborough & City of Peterborough Results

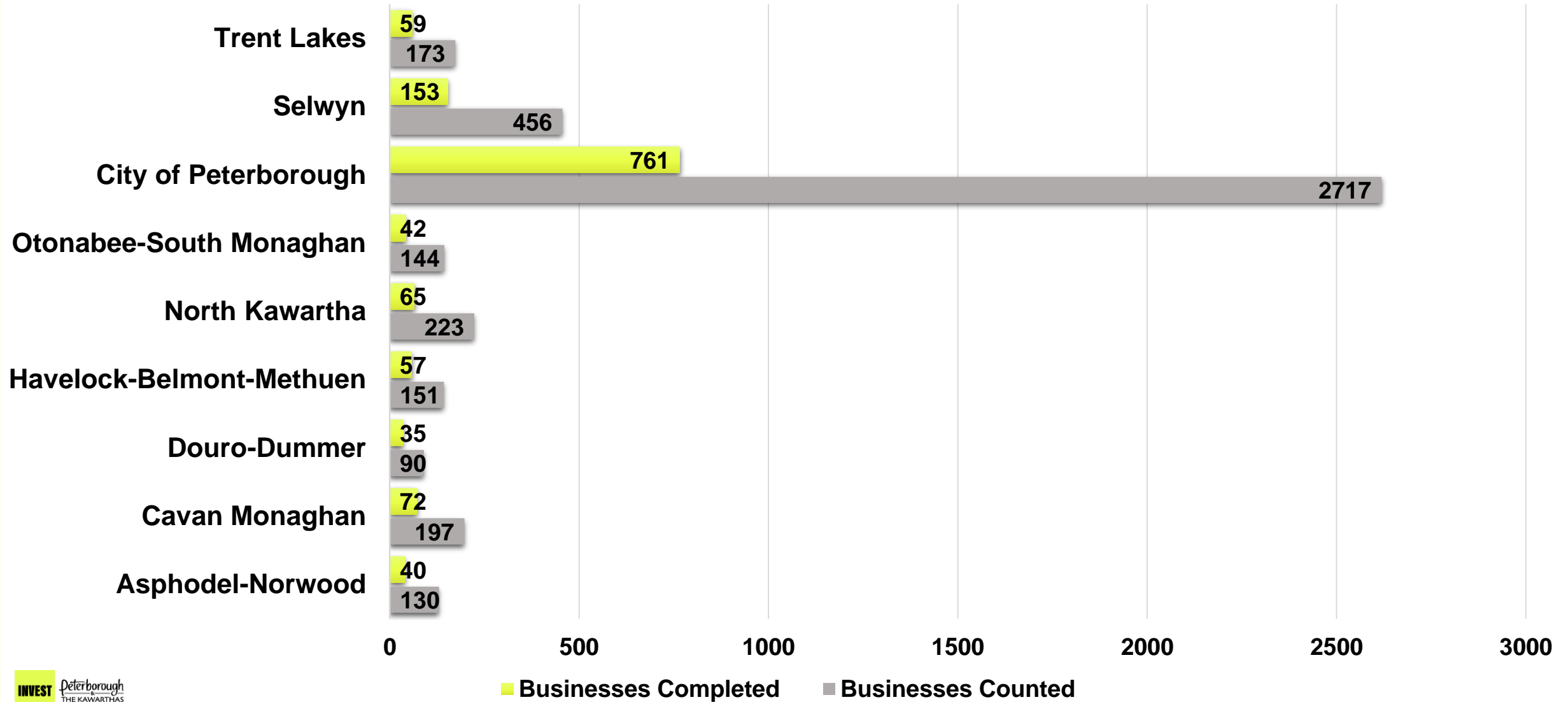
2022 Business Count Survey Results

Identified 3,327 businesses and surveyed 995 businesses



Results of 2023 Survey

Identified 4,175 businesses, surveyed 1,294



2023 Business Count Survey Results

Of the 1284 surveys completed we found

- **The number of businesses in each industry for each municipality (869 retail businesses, 466 accommodation & food businesses for the City and County of Peterborough)**
- **There were over 9,000 full time jobs and over 4,000 part time jobs counted**
- **258 business owners requested assistance from the PKED team**
- **59 businesses indicated they planned on expanding their floorspace in the next 12 months**
- **87% of businesses stated that the majority of their employees lived in the City/County of Peterborough**

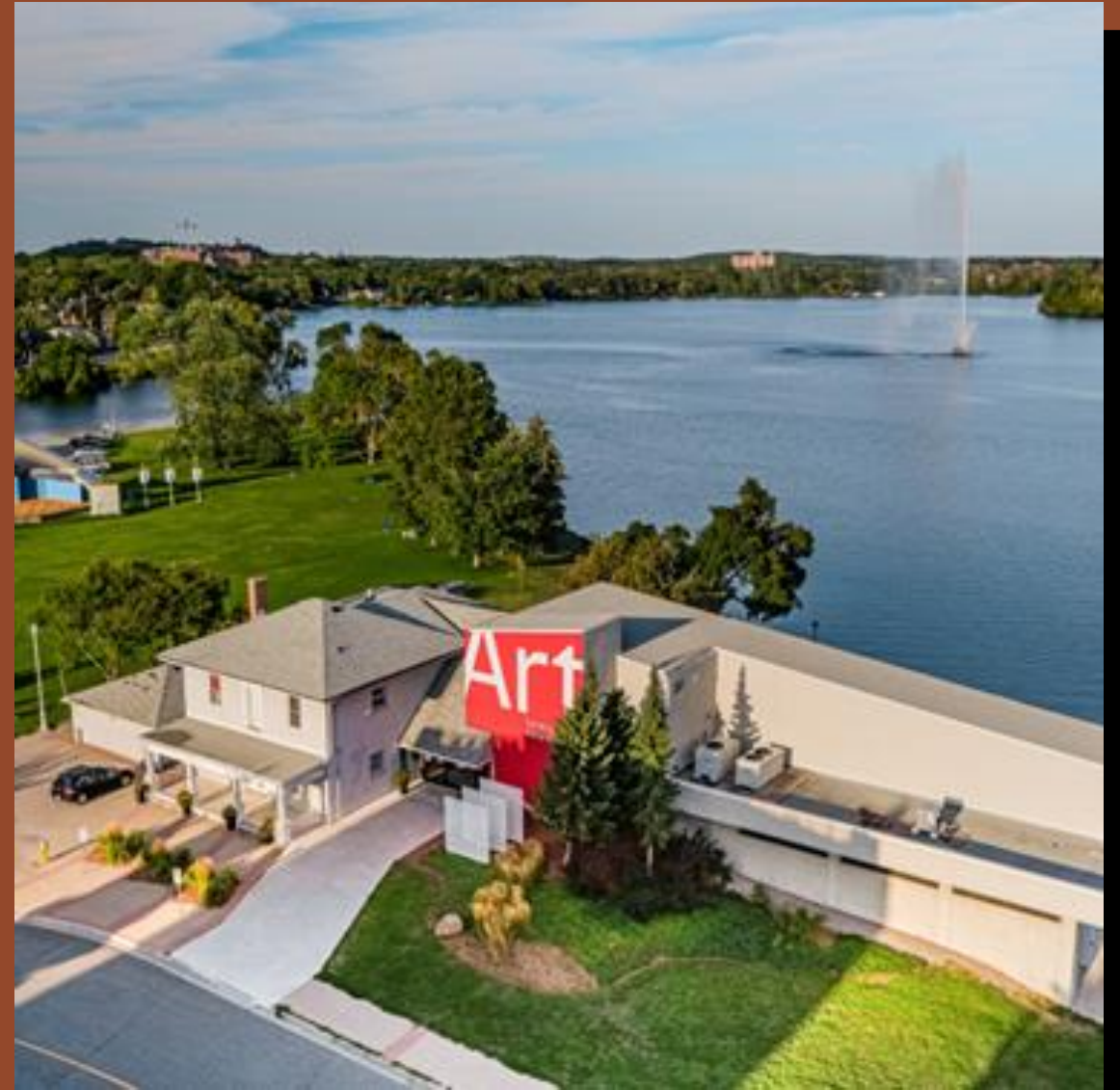
Identified Themes

- Talent Gaps
- Inflation
- Space to Grow
- Diverse Economic Base
- Local Workforce



Themes for Small Business + Tourism

- 126 businesses in the tourism industries identified a skills shortage when looking to hire staff
 - Hospitality and tourism & sales and service workers
- Requested support with marketing and promotion



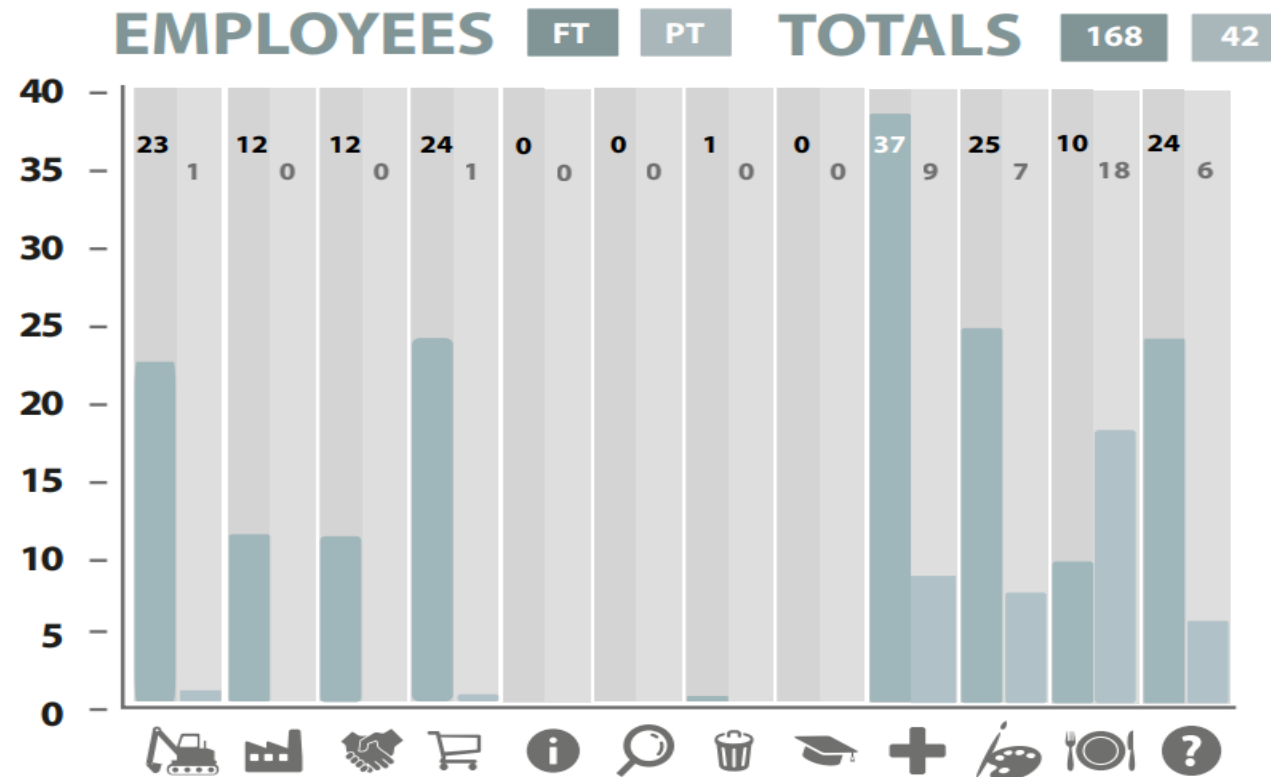
Douro-Dummer Results



2023 Survey Results

In Douro-Dummer

- 90 businesses counted, 35 of which completed the survey
- 1 business indicated they planned to expand in the next 12 months
- 17 businesses requested to speak with an Economic Development Officer for assistance



How We Work with You

1. Township shares schedule and promotion of Business Count Survey with businesses
2. Business shares a challenge or opportunity through the survey
3. We determine whether it is a sector based or local concern
4. Pass the business contact info to one of our EDO's or to local community representative



What is Your Community Saying?

17 businesses in Douro-Dummer requested to speak to an EDO. The most common trends/comments from businesses were:

- Labor/Hiring Issues – Trades/General Labourer
- Supply/Materials Cost
- Issues with Regulations (Red Tape)



2024 Business Count Plans

Agricultural Business Count Survey

Surveying businesses in the agriculture, forestry, fishing and hunting sectors

Running February – April through phone and email

Complete online through our website here:

<https://investptbo.ca/data-resources/business-count/>



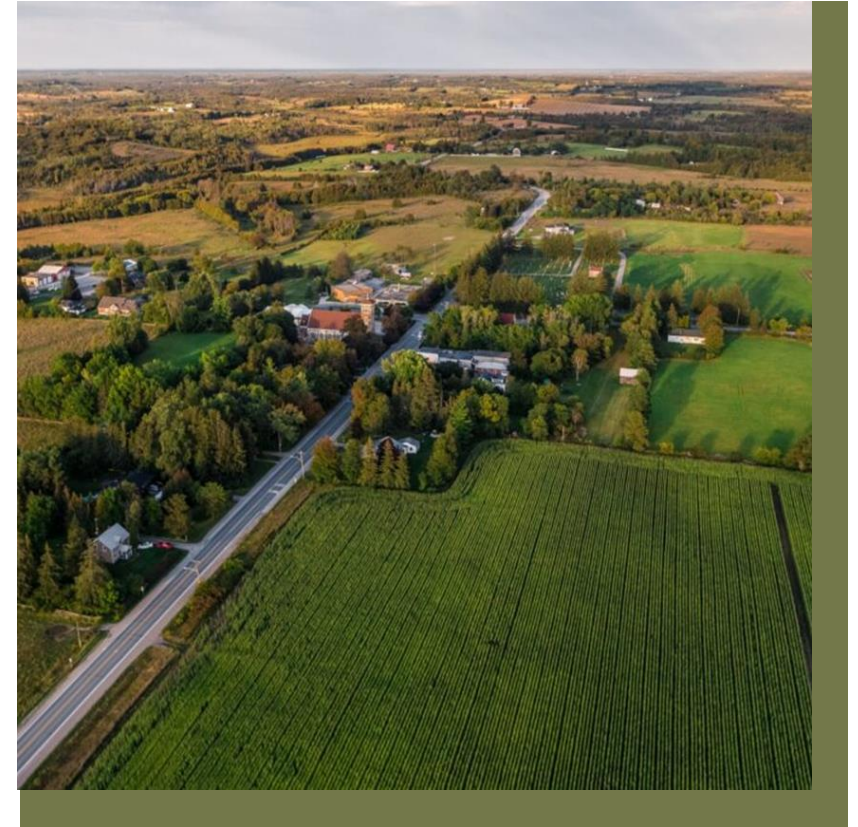
2024 Business Count in Douro-Dummer

Emailing past participants in early May

Calling businesses in late May and
revisiting in July/August

The 2023 Business Count Report is
available on PKED's website here:

[https://investptbo.ca/data-
resources/business-count/](https://investptbo.ca/data-resources/business-count/)



THANK YOU

Peterborough
&
THE KAWARTHAS

ECONOMIC DEVELOPMENT

For more information, visit
us at <https://investptbo.ca/>



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